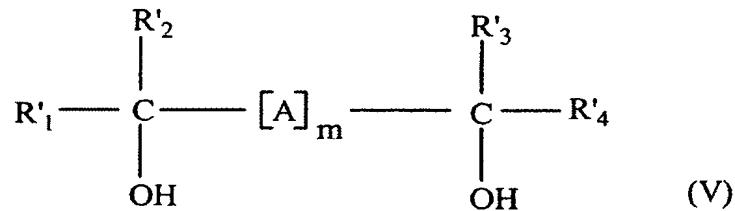


WHAT IS CLAIMED IS:

1. A dye composition for dyeing keratin fibres, comprising, in a medium that is suitable for dyeing, at least one cationic tertiary para-phenylenediamine comprising a pyrrolidine nucleus and at least one polyol which has a molecular weight of between 90 and 350 and corresponds to the formula V :



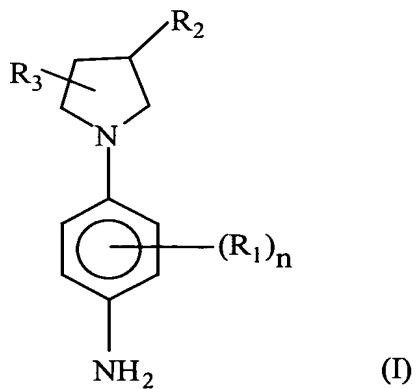
in which R'_1 , R'_2 , R'_3 and R'_4 denote independently of one another a hydrogen atom, a $\text{C}_1\text{-C}_6$ alkyl radical or a $\text{C}_1\text{-C}_6$ mono- or polyhydroxyalkyl radical,

A denotes a linear or branched alkylene radical containing from 1 to 18 carbon atoms, this radical containing 0 to 9 oxygen atoms,

m denotes 0 or 1,

with the proviso that the total number of carbon atoms present in the radical A and in the entirety of substituents R'_1 , R'_2 , R'_3 and R'_4 is greater than or equal to 2.

2. The composition of claim 1, wherein the cationic tertiary para-phenylenediamine corresponds to formula (I):



in which

n ranges from 0 to 4, it being understood that when n is greater than or equal to 2, then the radicals R₁ may be identical or different,

R₁ represents a halogen atom; a C₁-C₆ aliphatic or alicyclic, saturated or unsaturated hydrocarbon-based chain, the chain possibly containing one or more oxygen, nitrogen, silicon or sulphur atoms or an SO₂ group, and possibly being substituted with one or more hydroxyl or amino radicals; an onium radical Z, the radical R₁ not comprising a peroxide bond or diazo, nitro or nitroso radicals,

R₂ represents an onium radical Z or a radical -X-C=NR₈-NR₉R₁₀ in which X represents an oxygen atom or a radical -NR₁₁ and R₈, R₉, R₁₀ and R₁₁ represent a hydrogen atom, a C₁-C₄ alkyl radical or a C₁-C₄ hydroxylalkyl radical,

R₃ represents a hydrogen atom or a hydroxyl radical.

3. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that n is equal to 0.

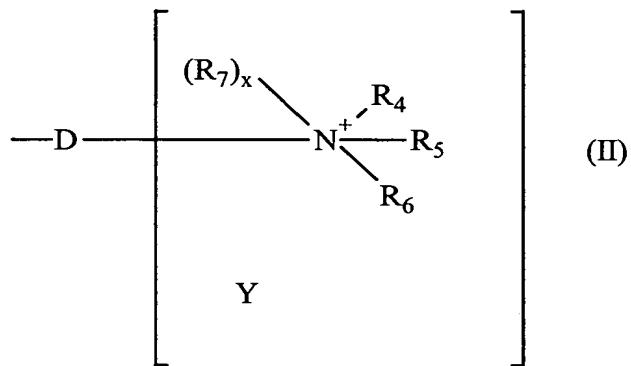
4. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that n is equal to 1 and R₁ is chosen from the group formed by a halogen atom; a C₁-C₆ aliphatic or alicyclic, saturated or unsaturated hydrocarbon-based chain; one or more carbon atoms

possibly being replaced with an oxygen, nitrogen, silicon or sulphur atom or with an SO₂ group, the radical R₁ not comprising a peroxide bond or diazo, nitro or nitroso radicals.

5. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that R₁ is chosen from chlorine, bromine and C₁-C₄ alkyl, C₁-C₄ hydroxyalkyl, C₁-C₄ aminoalkyl, C₁-C₄ alkoxy or C₁-C₄ hydroxyalkoxy radicals.

6. The composition of claim 5, wherein the cationic tertiary para-phenylenediamine is such that R₁ is chosen from a methyl, hydroxymethyl, 2-hydroxyethyl, 1,2-dihydroxyethyl, methoxy, isopropoxy or 2-hydroxyethoxy radical.

7. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that R₂ represents the onium radical Z corresponding to formula (II)



in which

D is a single bond or a linear or branched C₁-C₁₄ alkylene chain which may contain one or more hetero atoms chosen from oxygen, sulphur and nitrogen, and which may be substituted with one or more hydroxyl, C₁-C₆ alkoxy or amino radicals, and which may bear one or more ketone functions;

R₄, R₅ and R₆, taken separately, represent a C₁-C₁₅ alkyl radical; a C₁-C₆ monohydroxyalkyl radical; a C₂-C₆ polyhydroxyalkyl radical; a (C₁-C₆)alkoxy(C₁-C₆)alkyl radical; an aryl radical; a

benzyl radical; a C_1 - C_6 amidoalkyl radical; a tri(C_1 - C_6)-alkylsilane(C_1 - C_6)alkyl radical; a C_1 - C_6 aminoalkyl radical; a C_1 - C_6 aminoalkyl radical in which the amine is mono- or disubstituted with a C_1 - C_4 alkyl, (C_1 - C_6)alkylcarbonyl, amido or (C_1 - C_6)alkylsulphonyl radical; or

R_4 , R_5 and R_6 together, in pairs, form, with the nitrogen atom to which they are attached, a saturated 4-, 5-, 6- or 7-membered carbon-based ring optionally containing one or more hetero atoms, the cationic ring possibly being substituted with a halogen atom, a hydroxyl radical, a C_1 - C_6 alkyl radical, a C_1 - C_6 monohydroxyalkyl radical, a C_2 - C_6 polyhydroxyalkyl radical, a C_1 - C_6 alkoxy radical, a tri(C_1 - C_6)alkylsilane(C_1 - C_6)alkyl radical, an amido radical, a carboxyl radical, a (C_1 - C_6)alkylcarbonyl radical, a thio (-SH) radical, a C_1 - C_6 thioalkyl (-R-SH) radical, a (C_1 - C_6)alkylthio radical, an amino radical, an amino radical mono- or disubstituted with a (C_1 - C_6)alkyl, (C_1 - C_6)alkylcarbonyl, amido or (C_1 - C_6)alkylsulphonyl radical;

R_7 represents a C_1 - C_6 alkyl radical; a C_1 - C_6 monohydroxyalkyl radical; a C_2 - C_6 polyhydroxyalkyl radical; an aryl radical; a benzyl radical; a C_1 - C_6 aminoalkyl radical; a C_1 - C_6 aminoalkyl radical in which the amine is mono- or disubstituted with a (C_1 - C_6)alkyl, (C_1 - C_6)alkylcarbonyl, amido or (C_1 - C_6)alkylsulphonyl radical; a C_1 - C_6 carboxyalkyl radical; a C_1 - C_6 carbamylalkyl radical; a C_1 - C_6 trifluoroalkyl radical; a tri(C_1 - C_6)alkylsilane(C_1 - C_6)alkyl radical; a C_1 - C_6 sulphonamidoalkyl radical; a (C_1 - C_6)alkylcarboxy(C_1 - C_6)alkyl radical; a (C_1 - C_6)alkylsulphinyl(C_1 - C_6)alkyl radical; a (C_1 - C_6)alkylsulphonyl(C_1 - C_6)alkyl radical; a (C_1 - C_6)alkyl-carbonyl(C_1 - C_6)alkyl radical; an N-(C_1 - C_6)alkylcarbamyl(C_1 - C_6)alkyl radical; an N-(C_1 - C_6)alkylsulphonamido(C_1 - C_6)alkyl radical;

x is 0 or 1,

when x = 0, then the linker arm is attached to the nitrogen atom bearing the radicals R₄ to R₆,

when x = 1, then two of the radicals R₄ to R₆ form, together with the nitrogen atom to which they are attached, a 4-, 5-, 6- or 7-membered saturated ring and D is linked to a carbon atom of the saturated ring;

Y is a counterion.

8. The composition of claim 7, wherein the cationic tertiary para-phenylenediamine is such that R₂ corresponds to formula II in which x is equal to 0 and R₄, R₅ and R₆, separately, are preferably chosen from a C₁-C₆ alkyl radical, a C₁-C₄ monohydroxyalkyl radical, a C₂-C₄ polyhydroxyalkyl radical, a (C₁-C₆)alkoxy(C₁-C₄)alkyl radical, a C₁-C₆ amidoalkyl radical, a tri(C₁-C₆)alkylsilane(C₁-C₆)alkyl radical, or R₄ and R₅ together form an azetidine, pyrrolidine, piperidine, piperazine or morpholine ring, R₆ being chosen in this case from a C₁-C₆ alkyl radical; a C₁-C₆ monohydroxyalkyl radical; a C₂-C₆ polyhydroxyalkyl radical; a C₁-C₆ aminoalkyl radical, an aminoalkyl radical mono- or disubstituted with a (C₁-C₆)alkyl, (C₁-C₆)alkylcarbonyl, amido or (C₁-C₆)alkylsulphonyl radical; a C₁-C₆ carbamylalkyl radical; a tri(C₁-C₆)alkylsilane(C₁-C₆)alkyl radical; a (C₁-C₆)alkylcarboxy(C₁-C₆)alkyl radical; a (C₁-C₆)alkylcarbonyl(C₁-C₆)alkyl radical; an N-(C₁-C₆)alkylcarbamyl(C₁-C₆)alkyl radical.

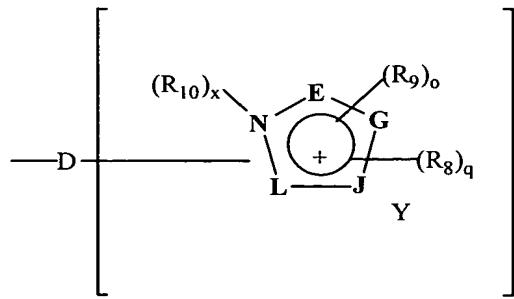
9. The composition of claim 7, wherein the cationic tertiary para-phenylenediamine is such that R₂ corresponds to formula II in which x is equal to 1 and R₇ is chosen from a C₁-C₆ alkyl radical; a C₁-C₆ monohydroxyalkyl radical; a C₂-C₆ polyhydroxyalkyl radical; a C₁-C₆ aminoalkyl radical; a C₁-C₆ aminoalkyl radical in which the amine is mono- or disubstituted with a (C₁-C₆)alkyl, (C₁-C₆)alkylcarbonyl, amido or

(C₁-C₆)alkylsulphonyl radical; a C₁-C₆ carbamylalkyl radical; a tri(C₁-C₆)-alkylsilane(C₁-C₆)alkyl radical; a (C₁-C₆)alkylcarboxy(C₁-C₆)alkyl radical; a (C₁-C₆)alkylcarbonyl(C₁-C₆)alkyl radical; an N-(C₁-C₆)alkylcarbamyl(C₁-C₆)alkyl radical; R₄ and R₅ together form an azetidine, pyrrolidine, piperidine, piperazine or morpholine ring, R₆ being chosen in this case from a C₁-C₆ alkyl radical; a C₁-C₆ monohydroxyalkyl radical; a C₂-C₆ polyhydroxyalkyl radical; a C₁-C₆ aminoalkyl radical, a C₁-C₆ aminoalkyl radical in which the amine is mono- or disubstituted with a (C₁-C₆)alkyl, (C₁-C₆)alkylcarbonyl, amido or (C₁-C₆)alkylsulphonyl radical; a C₁-C₆ carbamylalkyl radical; a tri(C₁-C₆)alkylsilane(C₁-C₆)alkyl radical; a (C₁-C₆)alkylcarboxy(C₁-C₆)alkyl radical; a (C₁-C₆)alkylcarbonyl(C₁-C₆)alkyl radical; an N-(C₁-C₆)alkylcarbamyl(C₁-C₆)alkyl radical.

10. The composition of claim 7, wherein the cationic tertiary para-phenylenediamine is such that D is a single bond or an alkylene chain that may be substituted.

11. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that R₂ is a trialkylammonium radical.

12. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that R₂ represents the onium radical Z corresponding to formula (III)



(III)

in which

D is a single bond or a linear or branched C₁-C₁₄ alkylene chain that may contain one or more hetero atoms chosen from oxygen, sulphur and nitrogen, and that may be substituted with one or more hydroxyl, C₁-C₆ alkoxy or amino radicals, and that may bear one or more ketone functions;

the ring members E, G, J and L, which may be identical or different, represent a carbon, oxygen, sulphur or nitrogen atom to form a pyrrole, pyrazole, imidazole, triazole, oxazole, isoxazole, thiazole or isothiazole ring,

q is an integer between 0 and 4 inclusive;

o is an integer between 0 and 3 inclusive;

q+o is an integer between 0 and 4;

the radicals R₈, which may be identical or different, represent a halogen atom, a hydroxyl radical, a C₁-C₆ alkyl radical, a C₁-C₆ monohydroxyalkyl radical, a C₂-C₆ polyhydroxyalkyl radical, a C₁-C₆ alkoxy radical, a tri(C₁-C₆)alkylsilane(C₁-C₆)alkyl radical, an amido radical, a carboxyl radical, a C₁-C₆ alkylcarbonyl radical, a thio radical, a C₁-C₆ thioalkyl radical, a (C₁-C₆)alkylthio radical, an amino radical, an amino radical mono- or disubstituted with a (C₁-C₆)alkyl, (C₁-C₆)alkylcarbonyl, amido or (C₁-C₆)alkylsulphonyl radical; a C₁-C₆ monohydroxyalkyl radical or a C₂-C₆ polyhydroxyalkyl

radical; it being understood that the radicals R_8 are borne by a carbon atom,

the radicals R_9 , which may be identical or different, represent a C_1-C_6 alkyl radical, a C_1-C_6 monohydroxyalkyl radical, a C_2-C_6 polyhydroxyalkyl radical, a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical, a (C_1-C_6)alkoxy(C_1-C_6)alkyl radical, a C_1-C_6 carbamylalkyl radical, a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical or a benzyl radical; it being understood that the radicals R_9 are borne by a nitrogen atom,

R_{10} represents a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; an aryl radical; a benzyl radical; a C_1-C_6 aminoalkyl radical, a C_1-C_6 aminoalkyl radical in which the amine is substituted with a (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido or (C_1-C_6)alkylsulphonyl radical; a C_1-C_6 carboxyalkyl radical; a C_1-C_6 carbamylalkyl radical; a C_1-C_6 trifluoroalkyl radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; a C_1-C_6 sulphonamidoalkyl radical; a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical; a (C_1-C_6)alkylsulphinyll(C_1-C_6)alkyl radical; a (C_1-C_6)alkylsulphonyl(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; an $N-(C_1-C_6)$ alkylcarbamyl(C_1-C_6)alkyl radical; an $N-(C_1-C_6)$ alkylsulphonamido(C_1-C_6)alkyl radical;

x is 0 or 1

when $x = 0$, the linker arm D is attached to the nitrogen atom,

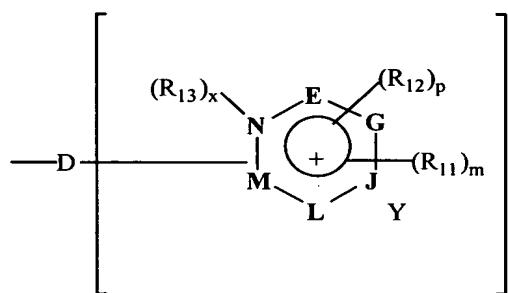
when $x = 1$, the linker arm D is attached to one of the ring members E, G, J or L,

Y is a counterion.

13. The composition of claim 12, wherein the cationic tertiary para-phenylenediamine is such that the ring members E, G, J and L form an imidazole ring.

14. The composition of claim 12, wherein the cationic tertiary para-phenylenediamine is such that x is equal to 0 and D is a single bond or an alkylene chain that may be substituted.

15. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that R₂ represents an onium radical Z corresponding to formula (IV)



(IV)

in which:

D is a single bond or a linear or branched C₁-C₁₄ alkylene chain which may contain one or more hetero atoms chosen from an oxygen, sulphur or nitrogen atom, and which may be substituted with one or more hydroxyl, C₁-C₆ alkoxy or amino radicals, and which may bear one or more ketone functions;

the ring members E, G, J, L and M, which may be identical or different, represent a carbon, oxygen, sulphur or nitrogen atom and form a ring chosen from pyridine, pyrimidine, pyrazine, triazine and pyridazine rings;

p is an integer between 0 and 3 inclusive;

m is an integer between 0 and 5 inclusive;

p+m is an integer between 0 and 5;

the radicals R_{11} , which may be identical or different, represent a halogen atom, a hydroxyl radical, a C_1 - C_6 alkyl radical, a C_1 - C_6 monohydroxyalkyl radical, a C_2 - C_6 polyhydroxyalkyl radical, a C_1 - C_6 alkoxy radical, a tri(C_1 - C_6)alkylsilane(C_1 - C_6)alkyl radical, an amido radical, a carboxyl radical, a C_1 - C_6 alkylcarbonyl radical, a thio radical, a C_1 - C_6 thioalkyl radical, a (C_1 - C_6)alkylthio radical, an amino radical, an amino radical substituted with a (C_1 - C_6)alkyl, (C_1 - C_6)alkylcarbonyl, amido or (C_1 - C_6)alkylsulphonyl radical; a C_1 - C_6 monohydroxyalkyl radical or a C_2 - C_6 polyhydroxyalkyl radical; it being understood that the radicals R_{11} are borne by a carbon atom,

the radicals R_{12} , which may be identical or different, represent a C_1 - C_6 alkyl radical, a C_1 - C_6 monohydroxyalkyl radical, a C_2 - C_6 polyhydroxyalkyl radical, a tri(C_1 - C_6)alkylsilane(C_1 - C_6)alkyl radical, a (C_1 - C_6)alkoxy(C_1 - C_6)alkyl radical, a C_1 - C_6 carbamylalkyl radical, a (C_1 - C_6)alkylcarboxy(C_1 - C_6)alkyl radical or a benzyl radical; it being understood that the radicals R_{12} are borne by a nitrogen atom,

R_{13} represents a C_1 - C_6 alkyl radical; a C_1 - C_6 monohydroxyalkyl radical; a C_2 - C_6 polyhydroxyalkyl radical; an aryl radical; a benzyl radical; a C_1 - C_6 aminoalkyl radical; a C_1 - C_6 aminoalkyl radical in which the amine is mono- or disubstituted with a (C_1 - C_6)alkyl, (C_1 - C_6)alkylcarbonyl, amido or (C_1 - C_6)alkylsulphonyl radical; a C_1 - C_6 carboxyalkyl radical; a C_1 - C_6 carbamylalkyl radical; a C_1 - C_6 trifluoroalkyl radical; a tri(C_1 - C_6)alkylsilane(C_1 - C_6)alkyl radical; a C_1 - C_6 sulphonamidoalkyl radical; a (C_1 - C_6)alkylcarboxy(C_1 - C_6)alkyl radical; a (C_1 - C_6)alkylsulphanyl(C_1 - C_6)alkyl radical; a (C_1 - C_6)alkylsulphonyl(C_1 - C_6)alkyl radical; a (C_1 - C_6)alkylcarbonyl(C_1 - C_6)alkyl radical; an N-(C_1 - C_6)alkylcarbamyl(C_1 - C_6)alkyl radical; an N-(C_1 - C_6)alkylsulphonamido(C_1 - C_6)alkyl radical;

x is 0 or 1

when x = 0, the linker arm D is attached to the nitrogen atom,

when x = 1, the linker arm D is attached to one of the ring
members E, G, J, L or M,

Y is a counterion.

16. The composition of claim 15, wherein the ring members E, G, J, L and M form with the ring nitrogen a ring chosen from pyridine and pyrimidine rings.

17. The composition of claim 15, in which the cationic tertiary para-phenylenediamine is such that x is equal to 0 and R₁₁ is chosen from a hydroxyl radical, a C₁-C₆ alkyl radical, a C₁-C₆ monohydroxyalkyl radical, a C₂-C₆ polyhydroxyalkyl radical, a C₁-C₆ alkoxy radical, a tri(C₁-C₆)alkylsilane(C₁-C₆)alkyl radical, an amido radical, a C₁-C₆ alkylcarbonyl radical, an amino radical, an amino radical mono- or disubstituted with a (C₁-C₆)alkyl, (C₁-C₆)alkylcarbonyl, amido or (C₁-C₆)alkylsulphonyl radical; a C₁-C₆ monohydroxyalkyl radical or a C₂-C₆ polyhydroxyalkyl radical, and R₁₂ is chosen from a C₁-C₆ alkyl radical, a C₁-C₆ monohydroxyalkyl radical, a C₂-C₆ polyhydroxyalkyl radical, a tri(C₁-C₆)alkylsilane(C₁-C₆)alkyl radical, a (C₁-C₆)alkoxy(C₁-C₆)alkyl radical or a C₁-C₆ carbamylalkyl radical.

18. The composition of claim 15, wherein the cationic tertiary para-phenylenediamine is such that x is equal to 1 and R₁₃ is chosen from a C₁-C₆ alkyl radical; a C₁-C₆ monohydroxyalkyl radical; a C₂-C₆ polyhydroxyalkyl radical; a C₁-C₆ aminoalkyl radical, a C₁-C₆ aminoalkyl radical in which the amine is mono- or disubstituted with a (C₁-C₆)alkyl, (C₁-C₆)alkylcarbonyl, amido or (C₁-C₆)alkylsulphonyl radical; a C₁-C₆

carbamylalkyl radical; a tri(C₁-C₆)alkylsilane(C₁-C₆)alkyl radical; a (C₁-C₆)alkylcarbonyl(C₁-C₆)alkyl radical; an N-(C₁-C₆)alkylcarbamyl(C₁-C₆)alkyl radical; R₁₁ is chosen from a hydroxyl radical, a C₁-C₆ alkyl radical, a C₁-C₆ monohydroxyalkyl radical, a C₂-C₆ polyhydroxyalkyl radical, a C₁-C₆ alkoxy radical, a tri(C₁-C₆)alkylsilane(C₁-C₆)alkyl radical, an amido radical, a C₁-C₆ alkylcarbonyl radical, an amino radical, an amino radical mono- or disubstituted with a (C₁-C₆)alkyl, (C₁-C₆)alkylcarbonyl, amido or (C₁-C₆)alkylsulphonyl radical; and R₁₂ is chosen from a C₁-C₆ alkyl radical, a C₁-C₆ monohydroxyalkyl radical, a C₂-C₆ polyhydroxyalkyl radical, a tri(C₁-C₆)alkylsilane(C₁-C₆)alkyl radical, a (C₁-C₆)alkoxy(C₁-C₆)alkyl radical and a C₁-C₆ carbamylalkyl radical.

19. The composition of claim 15, wherein the cationic tertiary para-phenylenediamine is such that R₁₁, R₁₂ and R₁₃ are alkyl radicals that may be substituted.

20. The composition of claim 2, wherein the cationic tertiary para-phenylenediamine is such that the radical R₂ is a radical of formula -XP(O)(O-)OCH₂CH₂N⁺(CH₃)₃ in which X represents an oxygen atom or a radical -NR₁₄, R₁₄ representing a hydrogen, a C₁-C₄ alkyl radical or a hydroxyalkyl radical.

21. The composition of claim 1, wherein the cationic tertiary para-phenylenediamine is such that the radical R₂ is a guanidine radical of formula -X-C=NR₈-NR₉R₁₀, X represents an oxygen atom or a radical -NR₁₁, R₈, R₉, R₁₀ and R₁₁ representing a hydrogen, a C₁-C₄ alkyl radical or a hydroxyalkyl radical.

22. The composition of claim 1, wherein the cationic tertiary para-phenylenediamine is chosen from the group formed by:

[1-(4-Aminophenyl)pyrrolidin-3-yl]trimethylammonium chloride;
[1-(4-Aminophenyl)pyrrolidin-3-yl]dimethyltetradecylammonium bromide;

N'-(1-(4-Aminophenyl)pyrrolidin-3-yl)-N,N-dimethylguanidinium chloride;

N-[1-(4-Aminophenyl)pyrrolidin-3-yl] guanidinium chloride;

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl](2-hydroxyethyl)dimethyl ammonium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl]dimethyl(3-trimethylsilylpropyl)ammonium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl](trimethylammonium-hexyl)dimethylammonium dichloride

[1-(4-Aminophenyl)pyrrolidin-3-yl]oxophosphorylcholine

{2-[1-(4-Aminophenyl)pyrrolidin-3-yloxy]ethyl}-trimethylammonium chloride

1-{2-[1-(4-Aminophenyl)pyrrolidin-3-yloxy]ethyl}-1-methylpyrrolidinium chloride

3-{3-[1-(4-Aminophenyl)pyrrolidin-3-yloxy]propyl}-1-methyl-3H-imidazol-1-ium chloride

1-{2-[1-(4-Aminophenyl)pyrrolidin-3-yloxy]ethyl}-1-methylpiperidinium chloride

3-{3-[1-(5-Trimethylsilylethyl)-4-amino-3-trimethylsilyl-ethylphenyl]pyrrolidin-3-yloxy]propyl}-1-methyl-3H-imidazol-1-ium chloride

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]trimethylammonium chloride;

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]dimethyltetradecylammonium chloride;

N'-(1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl)-N,N-dimethylguanidinium chloride;

N-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl] guanidinium chloride;

3-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride;

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl](2-hydroxyethyl)-dimethylammonium chloride;

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]dimethyl(3-trimethylsilylpropyl ammonium chloride;

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl](trrimethylammoniumhexyl)dimethylammonium dichloride

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]oxophosphorylcholine

{2-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yloxy]ethyl}-trimethylammonium chloride

1-{2-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yloxy]ethyl}-1-methyl-pyrrolidinium chloride

3-{3-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yloxy]propyl}-1-methyl-3H-imidazol-1-ium chloride

1-{2-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yloxy]ethyl}-1-methylpiperidinium chloride

[1-(4-Amino-3-trimethylsilylpropyl)pyrrolidin-3-yl]-trimethylammonium chloride

3-[1-(4-Amino-3-trimethylsilylpropyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride

3-{3-[1-(4-Amino-3-trimethylsilylpropyl)pyrrolidin-3-yloxy]propyl}-1-methyl-3H-imidazol-1-ium chloride

[1-(5-Trimethylsilylpropyl)-4-amino-3-trimethylsilylpropyl]pyrrolidin-3-yl]trimethylammonium chloride

3-[1-(5-trimethylsilanyl ethyl-4-Amino-3-trimethylsilanyl-ethylphenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride

1'-(4-Aminophenyl)-1-methyl[1,3']bipyrrolidinyl-1-ium chloride;

1'-(4-Amino-3-methylphenyl)-1-methyl[1,3']bipyrrolidinyl-1-ium chloride;

3- {[1-(4-Aminophenyl)pyrrolidin-3-ylcarbamoyl]methyl}-1-methyl-3H-imidazol-1-ium chloride;

3- {[1-(4-Aminophenyl)pyrrolidin-3-ylcarbamoyl]methyl}-1-methyl-3H-imidazol-1-ium chloride;

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-(3-trimethylsilanylpropyl)-3H-imidazol-1-ium chloride;

3-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-1-(3-trimethylsilanylpropyl)-3H-imidazol-1-ium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl]ethyldimethylammonium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl]ethyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]propyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]propyldimethylammonium bromide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]propyldimethylammonium methosulphate;

[1-(4-Aminophenyl)pyrrolidin-3-yl]butyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]pentyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]hexyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]heptyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]octyldimethylammonium iodide;
[1-(4-Aminophenyl)pyrrolidin-3-yl]decyldimethylammonium iodide;
[1-(4-Aminophenyl)pyrrolidin-3-yl]hexadecyldimethylammonium iodide;
[1-(4-Aminophenyl)pyrrolidin-3-yl]hydroxyethyldimethylammonium chloride;
[1-(4-Aminophenyl)pyrrolidin-3-yl]hydroxyethyldimethylammonium iodide.

23. The composition of claim 1, wherein the cationic tertiary para-phenylenediamine is chosen from the group formed by:

[1-(4-Aminophenyl)pyrrolidin-3-yl]trimethylammonium chloride;
[1-(4-Aminophenyl)pyrrolidin-3-yl]dimethyltetradecylammonium bromide;
N'-[1-(4-Aminophenyl)pyrrolidin-3-yl]-N,N-dimethylguanidinium chloride;
N-[1-(4-Aminophenyl)pyrrolidin-3-yl] guanidinium chloride;
3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride;
[1-(4-Aminophenyl)pyrrolidin-3-yl](2-hydroxyethyl)dimethyl ammonium chloride;
[1-(4-Aminophenyl)pyrrolidin-3-yl]dimethyl(3-trimethylsilylpropyl)ammonium chloride;
[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]trimethylammonium chloride;
[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]dimethyltetradecylammonium chloride;
N'-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-N,N-dimethylguanidinium chloride;

N-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl] guanidinium chloride;

3-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride;

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl](2-hydroxyethyl)dimethylammonium chloride;

[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]dimethyl(3-trimethylsilylpropyl)ammonium chloride;

1'-(4-Aminophenyl)-1-methyl[1,3']bipyrrolidinyl-1-ium chloride;

1'-(4-Amino-3-methylphenyl)-1-methyl[1,3']bipyrrolidinyl-1-ium chloride;

3-{{[1-(4-Aminophenyl)pyrrolidin-3-ylcarbamoyl]methyl}-1-methyl-3H-imidazol-1-ium chloride;

3-{{[1-(4-Amino-3-methylphenyl)pyrrolidin-3-ylcarbamoyl]methyl}-1-methyl-3H-imidazol-1-ium chloride;

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-(3-trimethylsilylpropyl)-3H-imidazol-1-ium chloride;

3-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-1-(3-trimethylsilylpropyl)-3H-imidazol-1-ium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl]ethyldimethylammonium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl]ethyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]propyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]propyldimethylammonium bromide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]propyldimethylammonium methosulphate;

[1-(4-Aminophenyl)pyrrolidin-3-yl]butyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]pentyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]hexyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]heptyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]octyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]decyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]hexadecyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]hydroxyethyldimethylammonium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl]hydroxyethyldimethylammonium iodide.

24. The composition of claim 1, wherein the cationic tertiary para-phenylenediamine is chosen from the group formed by:

[1-(4-Aminophenyl)pyrrolidin-3-yl]trimethylammonium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl]dimethyltetradecylammonium bromide;

N'-[1-(4-Aminophenyl)pyrrolidin-3-yl]-N,N-dimethylguanidinium chloride;

N-[1-(4-Aminophenyl)pyrrolidin-3-yl] guanidinium chloride;

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl](2-hydroxyethyl)dimethyl ammonium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl]dimethyl(3-trimethylsilyl-propyl)ammonium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl](trimethylammonium-hexyl)dimethylammonium dichloride;

1'-(4-Aminophenyl)-1-methyl[1,3']bipyrrolidinyl-1-ium chloride

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-(3-trimethylsilylpropyl)-3H-imidazol-1-ium chloride;

3-[1-(4-Amino-3-methylphenyl)pyrrolidin-3-yl]-1-(3-trimethylsilylpropyl)-3H-imidazol-1-ium chloride;

[1-(4-aminophenyl)pyrrolidin-3-yl]ethyldimethylammonium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl]ethyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]propyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]propyldimethylammonium bromide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]propyldimethylammonium methosulphate;

[1-(4-Aminophenyl)pyrrolidin-3-yl]butyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]pentyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]hexyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]heptyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]octyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]decyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]hexadecyldimethylammonium iodide;

[1-(4-Aminophenyl)pyrrolidin-3-yl]hydroxyethyldimethylammonium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl]hydroxyethyltrimethylammonium iodide.

25. The composition of claim 1, wherein the cationic tertiary para-phenylenediamine is chosen from the group formed by:

[1-(4-Aminophenyl)pyrrolidin-3-yl]trimethylammonium chloride;

3-[1-(4-Aminophenyl)pyrrolidin-3-yl]-1-methyl-3H-imidazol-1-ium chloride;

[1-(4-Aminophenyl)pyrrolidin-3-yl](2-hydroxyethyl)dimethyl ammonium chloride;

1'-(4-Aminophenyl)-1-methyl[1,3']bipyrrolidinyl-1-ium chloride.

26. The composition of claim 1, wherein the cationic tertiary para-phenylenediamine is chosen from:

[1-(4-Aminophenyl)pyrrolidin-3-yl]trimethylammonium chloride and

[1-(4-Aminophenyl)pyrrolidin-3-yl](2-hydroxyethyl)dimethyl ammonium chloride.

27. The composition of claim 1, wherein the polyol is selected from polyols of formula V for which m=0.

28. The composition of claim 27, wherein the polyol is selected from pinacol (2,3-dimethyl-2,3-butanediol), 1,2,3-butanetriol, 2,3-butanediol and sorbitol.

29. The composition of claim 1, wherein the polyol is selected from polyols of formula V for which m=1 and R'₁, R'₂, R'₃ and R'₄ denote, independently of one another, a hydrogen atom or a C₁-C₆ alkyl radical.

30. The composition of claim 29, wherein the polyol is selected from polyethylene glycols.

31. The composition of claim 29, wherein the polyol is selected from polyols of formula V for which $m=1$ and R'_1 , R'_2 , R'_3 and R'_4 denote, independently of one another, a hydrogen atom or a C_1 - C_6 alkyl radical, and whose molecular weight is less than 200.

32. The composition of claim 31, wherein the polyol is selected from 3-methyl-1,3,5-pentanetriol, 1,2,4-butanetriol, 1,5-pentanediol, 2-methyl-1,3-propanediol, 1,3-butanediol, 3-methyl-1,5-pentanediol, neopentyl glycol (2,2-dimethyl-1,3-propanediol), isoprene glycol (3-methyl-1,3-butanediol) and hexylene glycol (2-methyl-2,4-pentanediol).

33. The composition of claim 32, wherein the polyol is selected from hexylene glycol, neopentyl glycol and 3-methyl-1,5-pentanediol.

34. The composition of claim 1, wherein the cationic tertiary para-phenylenediamine(s) containing a pyrrolidine nucleus represent(s) from 0.001% to 10% and preferably from 0.005% to 6% by weight relative to the total weight of the composition.

35. The composition of claim 1, wherein the polyol of formula V represent from 0.1% to 40% and preferably from 0.5% to 30% and more preferably still from 1% to 20% by weight relative to the total weight of the composition.

36. The composition of claim 1, wherein the composition further comprises at least one cationic polymer.

37. The composition of claim 1, wherein the composition further comprises at least one thickening polymer.

38. The composition of claim 1, wherein the composition further comprises at least one surfactant chosen from the group formed by anionic surfactants, amphoteric or zwitterionic surfactants, nonionic surfactants and cationic surfactants.

39. The composition of claim 1, wherein the composition further comprises at least one additional oxidation base other than cationic

tertiary para-phenylenediamines containing a pyrrolidine nucleus, chosen from para-phenylenediamines, bis(phenyl)alkylenediamines, para-aminophenols, ortho-aminophenols and heterocyclic bases, and the addition salts thereof.

40. The composition of claim 39, wherein the additional oxidation base(s) is (are) present in an amount ranging from 0.001% to 20% by weight and preferably from 0.005% to 6% by weight relative to the total weight of the composition.

41. The composition of claim 1, wherein the composition further comprises at least one coupler chosen from meta-phenylenediamines, meta-aminophenols, meta-diphenols, naphthalene-based couplers and heterocyclic couplers, and the addition salts thereof.

42. The composition of claim 41, wherein the coupler is chosen from 1,3-dihydroxybenzene, 1,3-dihydroxy-2-methylbenzene, 4-chloro-1,3-dihydroxybenzene, 2,4-diamino-1-(β -hydroxyethoxy)benzene, 2-amino-4-(β -hydroxyethylamino)-1-methoxybenzene, 1,3-diamino-benzene, 1,3-bis(2,4-diaminophenoxy)propane, 3-ureidoaniline, 3-ureido-1-dimethylaminobenzene, sesamol, 1- β -hydroxyethylamino-3,4-methylenedioxybenzene, α -naphthol, 2-methyl-1-naphthol, 6-hydroxyindole, 4-hydroxyindole, 4-hydroxy-N-methylindole, 2-amino-3-hydroxypyridine, 6-hydroxybenzomorpholine, 3,5-diamino-2,6-dimethoxypyridine, 1-N-(β -hydroxyethyl)amino-3,4-methylenedioxybenzene and 2,6-bis(β -hydroxyethylamino)toluene, and the addition salts thereof.

43. The composition of claim 41, wherein the coupler(s) is (are) present in an amount of between 0.001% and 20% and preferably between 0.005% and 6% by weight relative to the total weight of the composition.

44. The composition of claim 1, wherein the composition further comprises at least one direct dye.

45. The composition of claim 1, wherein the composition further comprises at least one hydroxylated solvent such as ethanol, propylene glycol, glycerol and polyol monoethers.

46. The composition of claim 1, wherein the composition further comprises an oxidizing agent chosen from hydrogen peroxide, urea peroxide, alkali metal bromates, persalts, peracids and oxydase enzymes; preferably it is hydrogen peroxide.

47. A process for the oxidation dyeing of keratin fibres, wherein a dye composition as defined in claim 1 is applied to the fibres in the presence of an oxidizing agent.

48. A multi-compartment device, in which a first compartment contains a dye composition as defined in claim 1, and a second compartment contains an oxidizing agent.